ABSTRACT OF THE DISCLOSURE

A system, method and program product uses tags as markers for incorporating local content in a communications stream, e.g., TV broadcast, cable transmission. A transmitter generates a communication stream including program content. The transmitter includes an

5   authoring tool for generating tags incorporated into the program content. A scheduler inserts the tags into the program content so as not to disrupt the audio-visual content in the program by insertion under or splicing the tag in the program content. An insertion module performs the insertion of the tag into the content. The finished program content with tags is stored or sent to an encoder for transmission to a receiver as a communication stream, in one embodiment, using

10   MPEG – 2. The tags contain modification of the content for retransmission to the local receiver area with local content or other actions. The tags are of two types. One tag initiates local action in the program content in the communication stream. A second tag overrides local action. Each tag contains a header, a tag type and tag action. The header indicates that tags follow in the content. The tag type indicates local program content, i.e., local weather, local commercials, and

15   viewer interaction. Tag action implements the local content. A receiver captures and stores the program content and tags in a buffer. Local tags are stored in a local table. Override tags are stored in a local override table. During the transmission of the program content, a supervisor module continuously reads the local table for local tags. When the time for a local tag is detected, the program content is interrupted by splicing or inserting the local content according

20   to the tag action described in the local tag. If a local override tag is detected, the local tag is overridden, and the tag action described by the local override tag is performed.

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